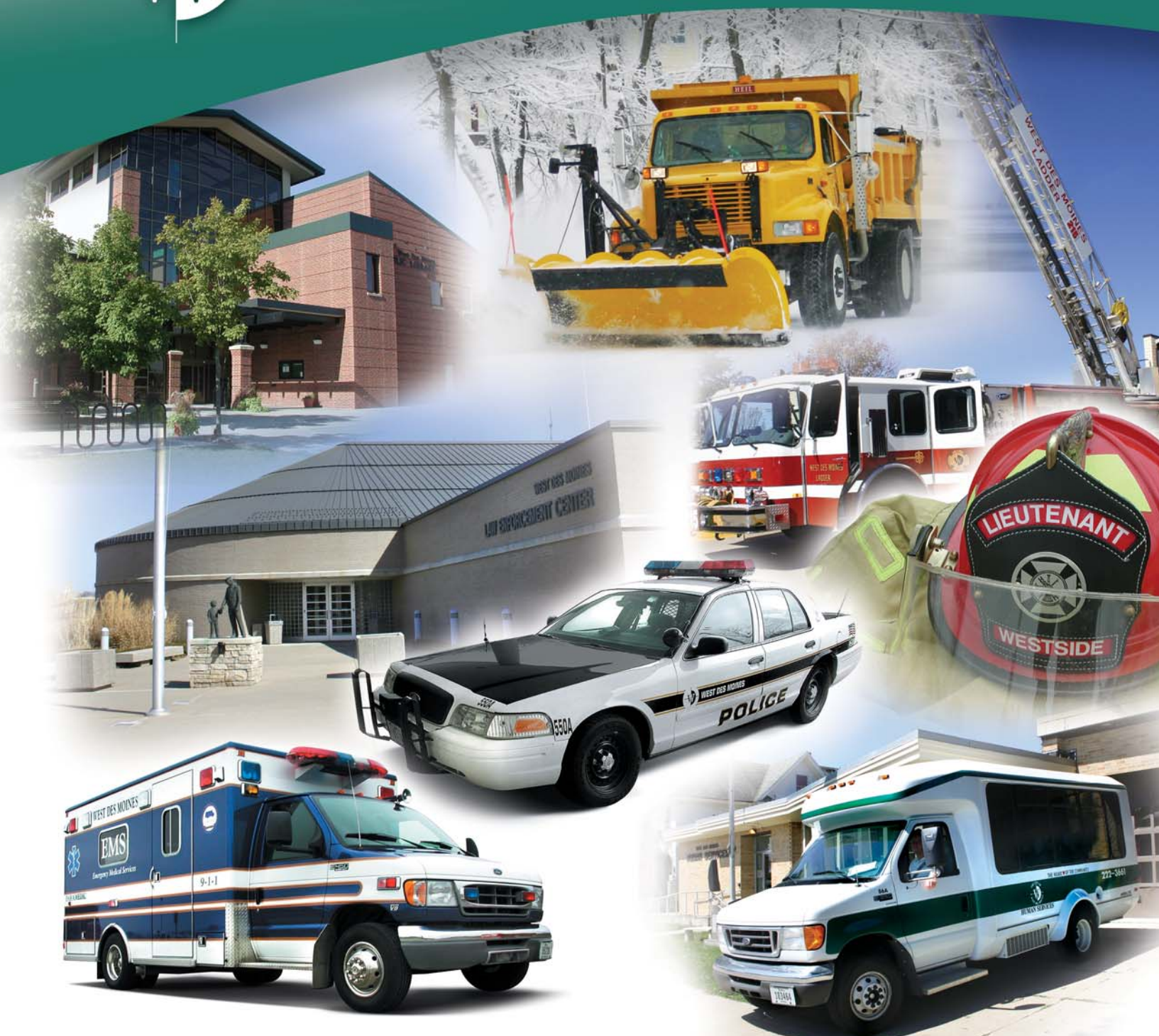




West Des Moines Citizen Survey Results

2006



We take pride in providing **EFFECTIVE, DEPENDABLE** services while striving to achieve **EXCELLENCE** through **VISION** and **INNOVATION**.

For more information, the executive summary of DirectionFinder Survey is posted on the City of West Des Moines website at www.wdm-ia.com. A complete report can be attained through the City Manager's Office at **222-3610**.



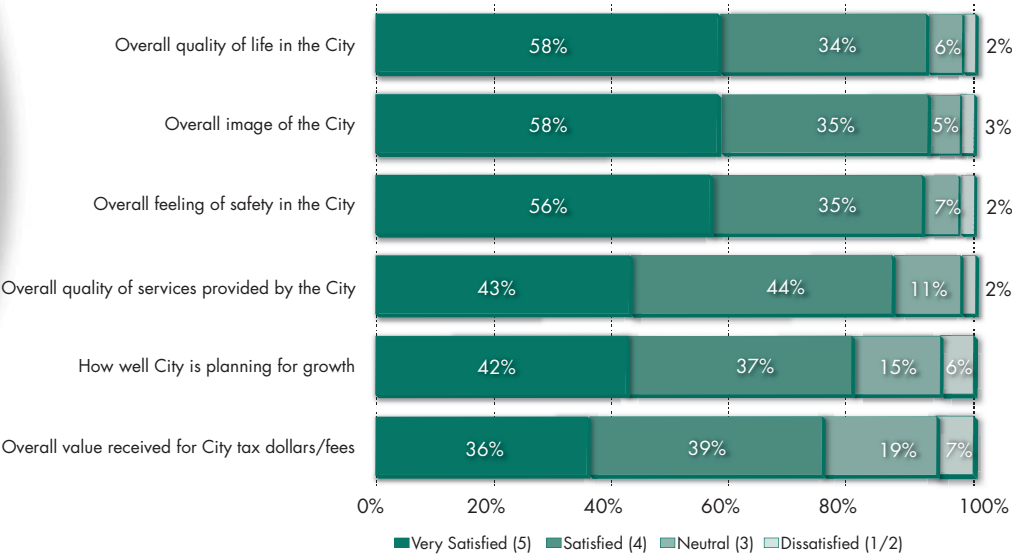
DirectionFinder Survey

The City of West Des Moines conducted its third DirectionFinder Survey in the fall of 2006. This survey, developed and administered by the third party ETC Institute, assesses citizen satisfaction with the delivery of major City services. It also helps determine priorities for the community as part of the City’s ongoing planning process. The survey has been conducted every two years since 2002, each time with a random sample of approximately 400 phone respondents. The results have a 95% level of confidence.



Satisfaction with Items That Influence the Perception Residents Have of the City

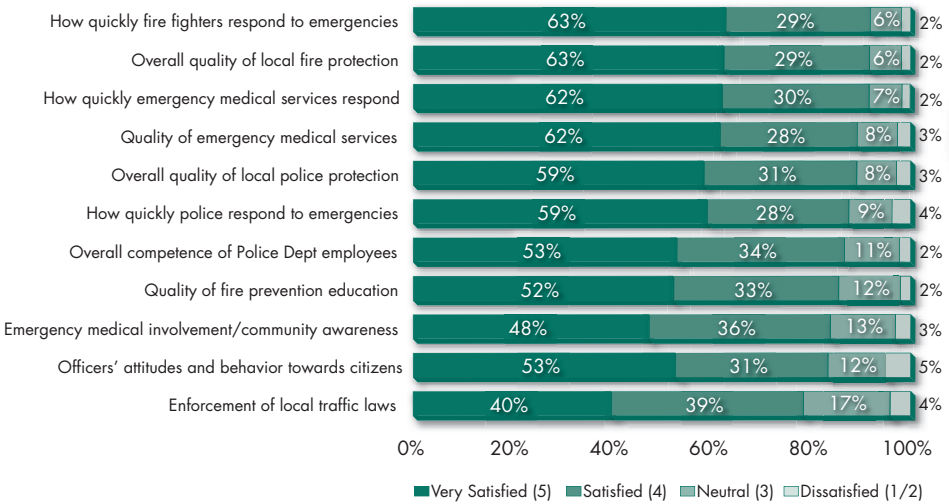
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



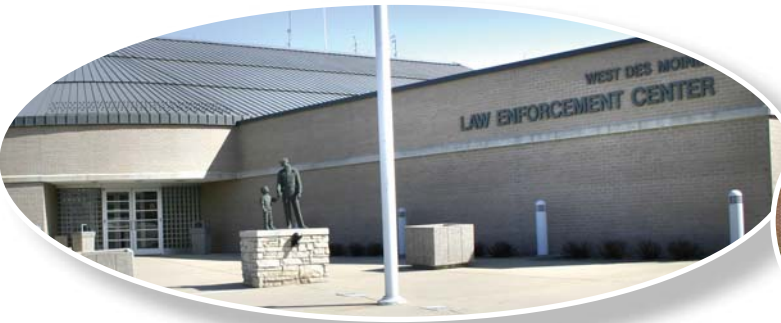
Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Satisfaction with Various Aspects of Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)



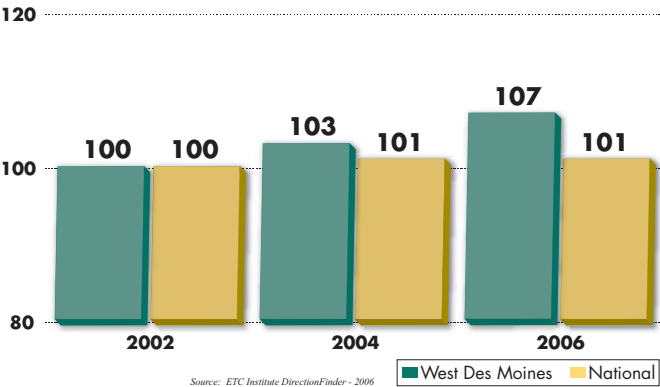
OVERALL RATINGS

Overall Satisfaction Index

2002 thru 2006

derived from the mean overall satisfaction rating provided by residents

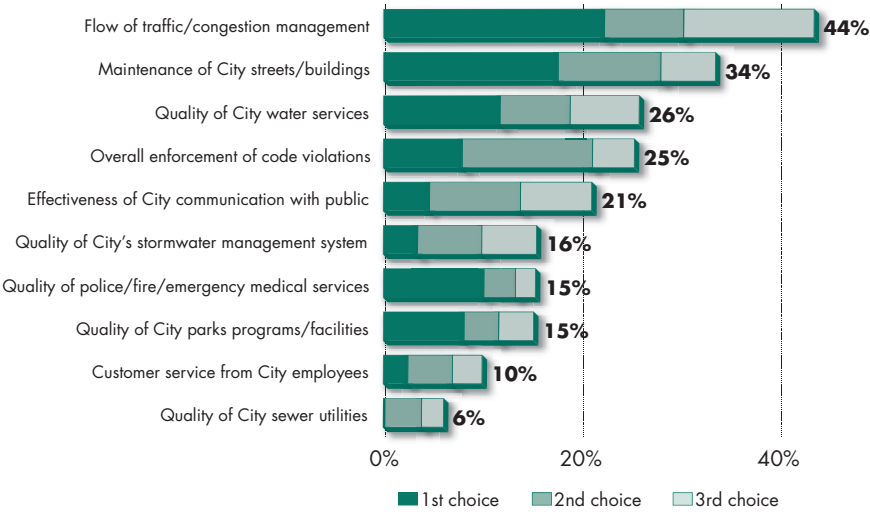
Year 2002 = 100



Source: ETC Institute DirectionFinder - 2006

Services That Residents Think Are Most Important for the City to Provide

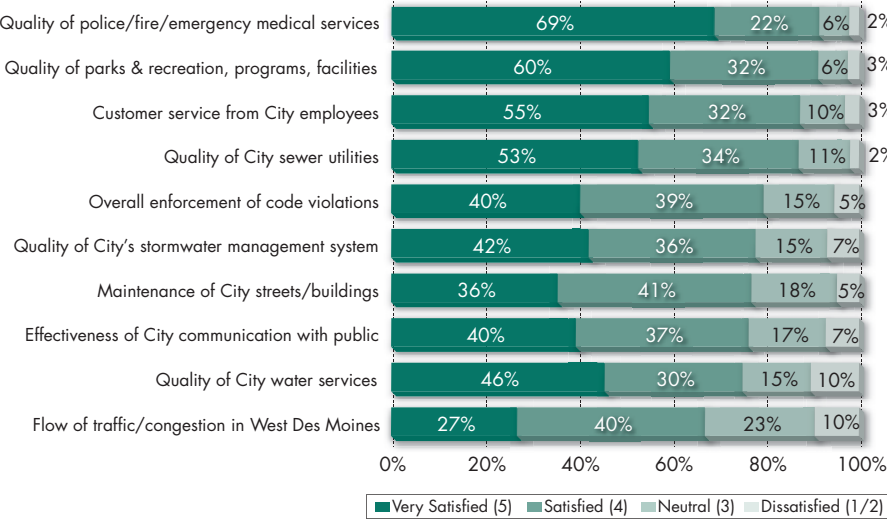
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Overall Satisfaction With City Services by Major Category

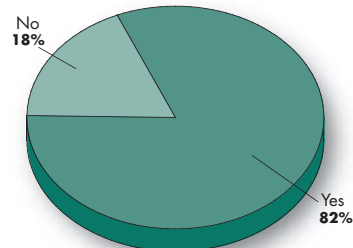
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows





Have You Visited a West Des Moines Park During the Past Year?

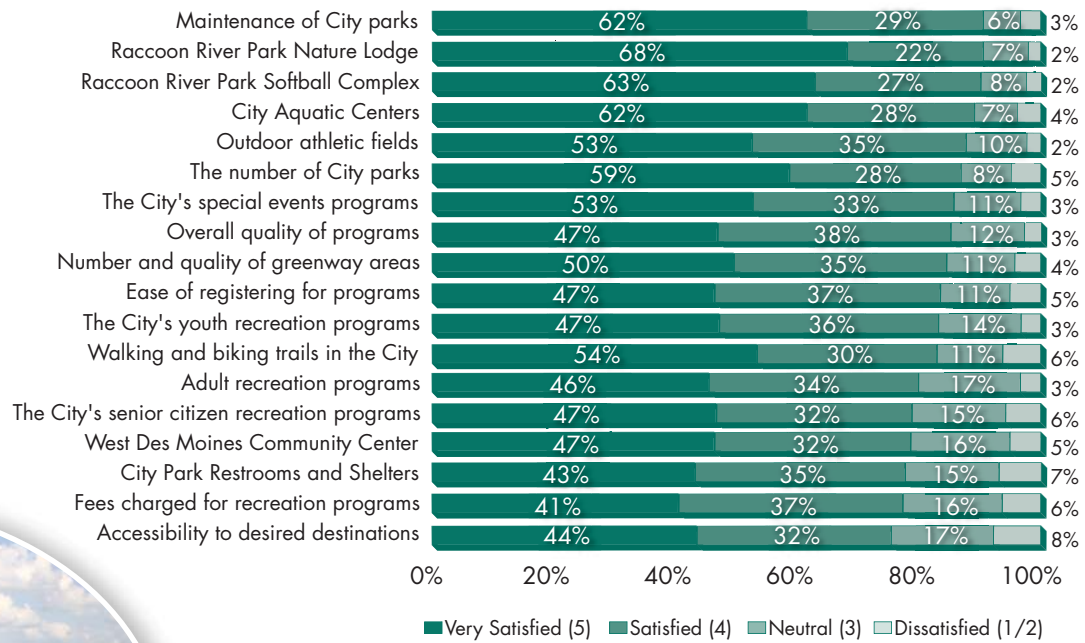
by percentage of respondents



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Satisfaction with Various Aspects of Parks and Recreation

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows

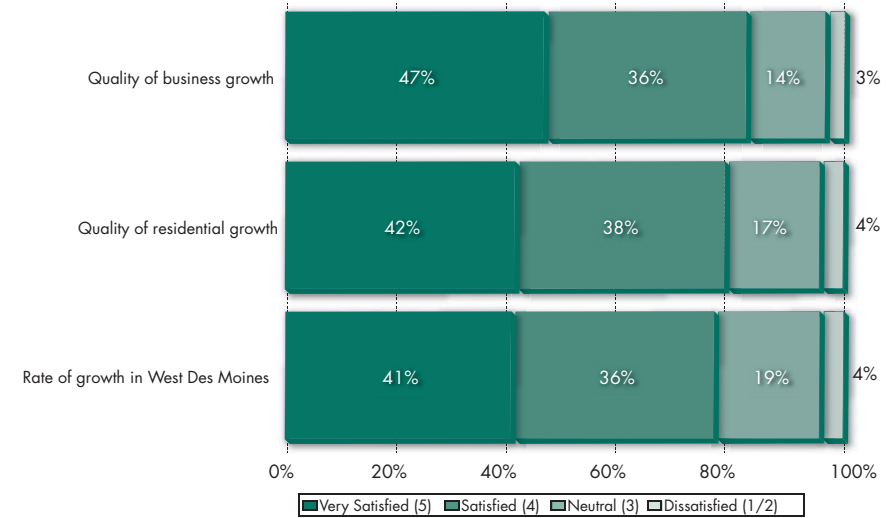


Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)



Satisfaction with Various Aspects of City Growth

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

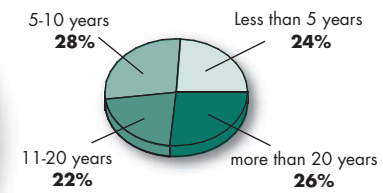


Demographics: How Many Years Have You Lived in the City of West Des Moines?

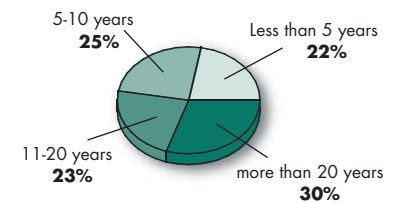
by percentage of respondents



2006



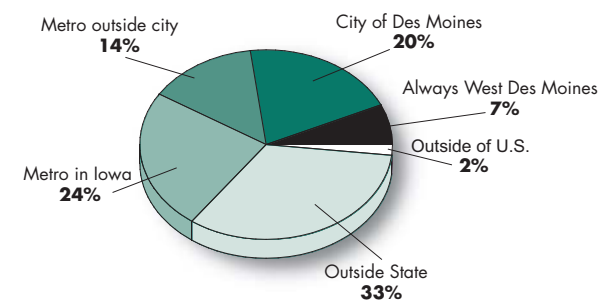
2004



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Where Did You Live Prior to Moving to West Des Moines?

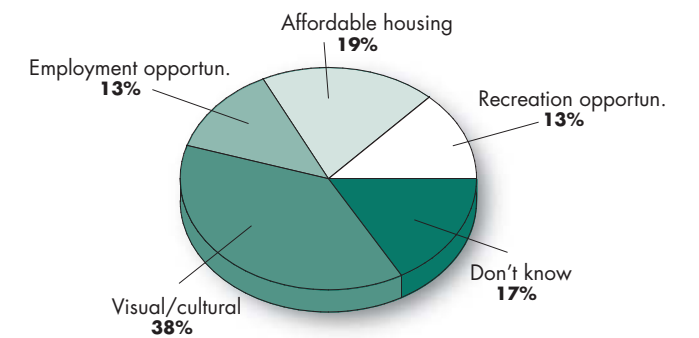
by percentage of respondents



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Which One Thing Would You Change About West Des Moines to Improve Your Quality of Life?

by percentage of respondents



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

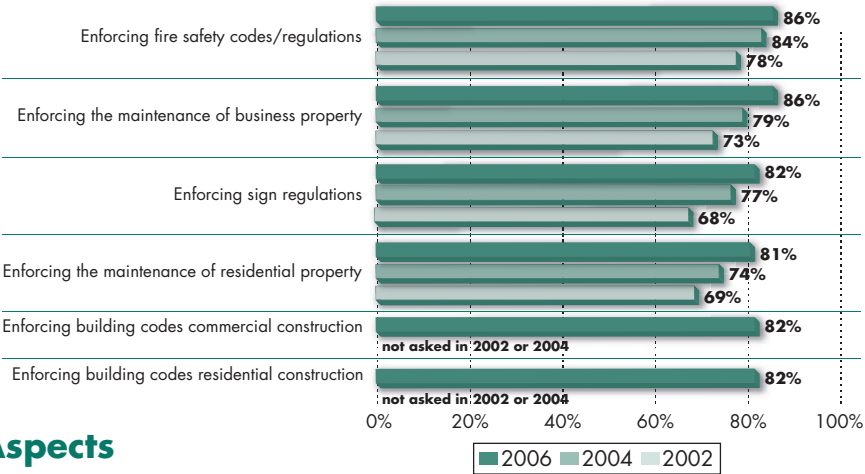
WDM PAST AND PRESENT



Satisfaction with Code Enforcement

- 2006, 2004, 2002

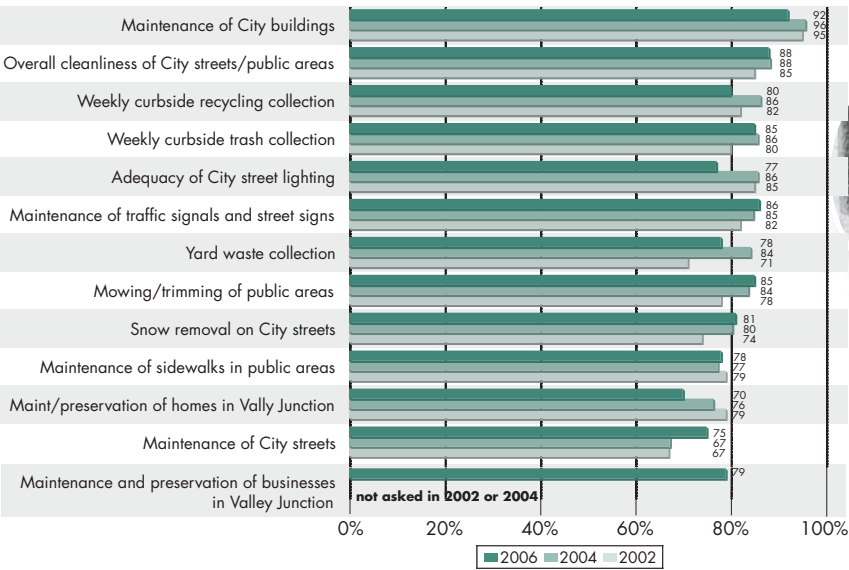
by percentage of respondents who rated the item as a 4 (satisfied) or 5 (very satisfied) on a point scale excluding don't knows.



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Satisfaction with Various Aspects of City Maintenance

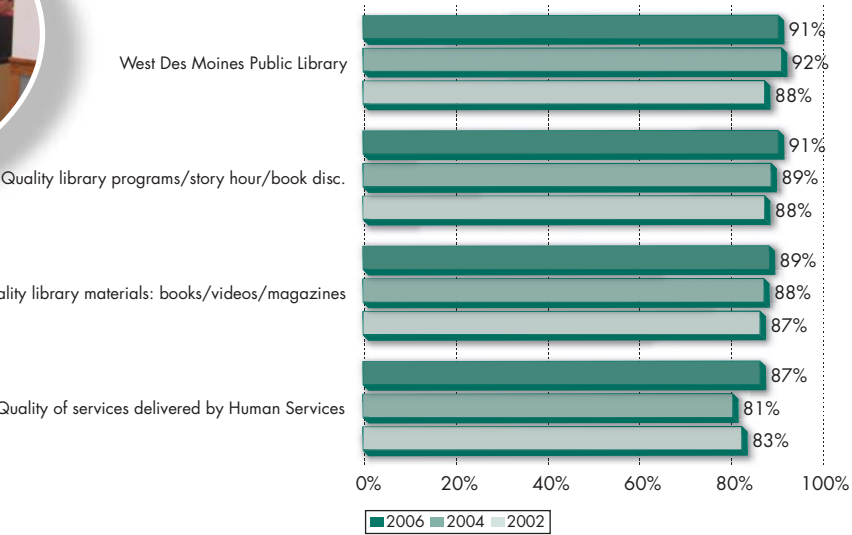
- 2006, 2004, 2002
by percentage of respondents who rated the item as a 4 (satisfied) or 5 (very satisfied) on a point scale excluding don't knows.



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

Satisfaction with Various Aspects of Library and Human Services

- 2006, 2004, 2002
by percentage of respondents who rated the item as a 4 (satisfied) or 5 (very satisfied) on a point scale excluding don't knows.

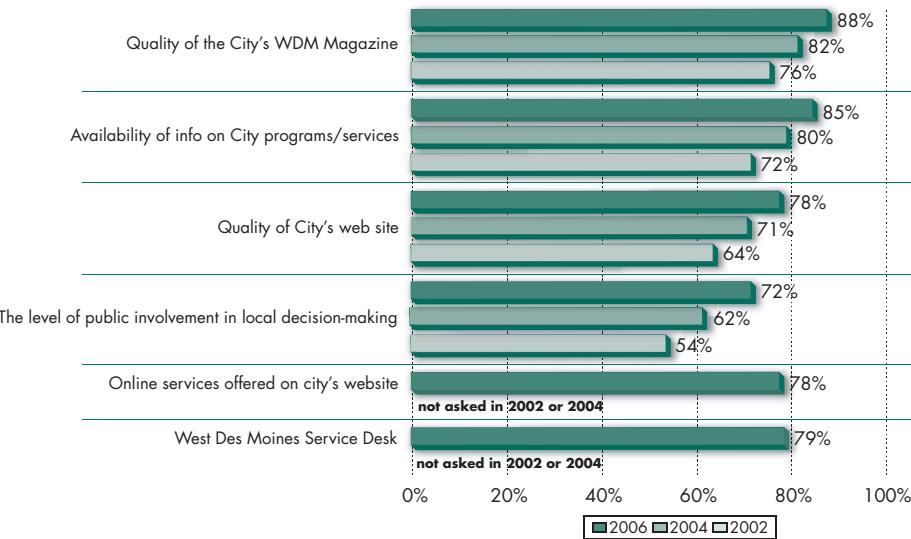


Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)



Satisfaction with Various Aspects of City Communications

- 2006, 2004, 2002
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows



Source: ETC Institute DirectionFinder (November 2006 - West Des Moines, IA)

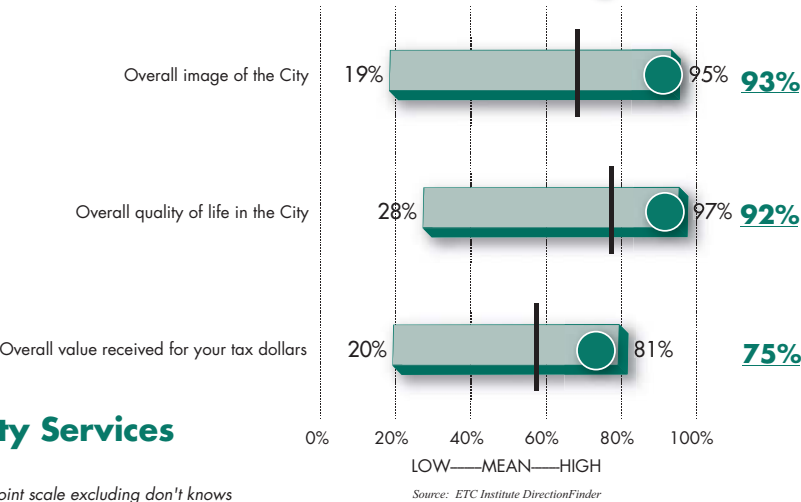
BENCHMARKING

Since 1999, ETC Institute has administered the DirectionFinder survey in more than 130 cities in 23 states. West Des Moines is benchmarked against survey results from 20 medium sized cities (population of 20,000 to 199,999) surveyed between July 2004 and July 2006. The City of West Des Moines is above the mean score in 29 of 29 categories; in the top 25% in 28 of 29 categories; and received the highest ranking in 11 (or 38%) of 29 categories.

Perceptions Residents Have of the City in Which They Live

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows
Underlined items Rated Among the Top 25% of All DirectionFinder Cities ● West Des Moines



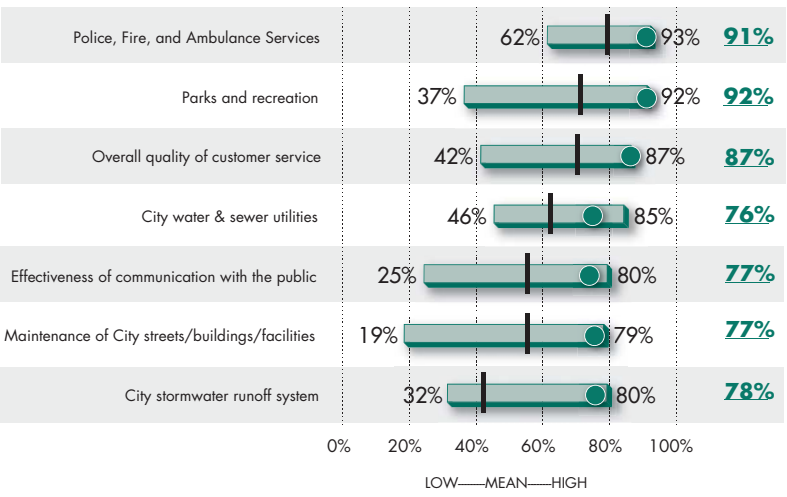
Source: ETC Institute DirectionFinder

Overall Satisfaction With City Services

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows

Underlined items Rated Among the Top 25% of All DirectionFinder Cities ● West Des Moines



Source: ETC Institute DirectionFinder

